

# Census Recensement



Report No. 4

1996 National Census Test  
Evaluation of the Census Help Line

INTERNATIONAL  
CANADA

STATISTICS  
CANADA

C E N S U S

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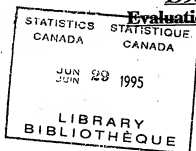
R E C E N S E M E N T





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**1996 National Census Test**  
**Evaluation of the Census Help Line**



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## Executive Summary

The Census Help Line (CHL) for the 1993 National Census Test (NCT) was a success. The operations ran smoothly and efficiently, thanks in great part to the co-operation and team effort of all areas involved.

The training procedures and material were effective. In addition, the reference tools were well designed and easy to consult. The operators were able to handle situations well within a short time and the debriefing sessions proved to be valuable.

Communication was ongoing during the entire operation and all parties involved were keen, helpful and contributed towards the success of the project. Nevertheless, this report outlines a number of recommendations that would contribute to an improvement of CHL operations.

In total, the 1993 Census Test Help Line handled 634 calls from a sample size of 21,000 dwellings; an average of approximately one call for every 33 dwellings. This compares to the 1988 National Census Test telephone assistance service which responded to 1,082 calls from a sample of 47,000 dwellings or a rate of, on average, one call for every 43 dwellings.

Of the two peak call days, the first occurred on November 3rd - two days following questionnaire drop-off. The second peak day occurred on November 8th - Census test reference day. Friday and Saturday were not particularly busy days for the CHL. The majority of calls received were between 10:00 and 16:00 E.S.T. and steadily declined during the evening hours E.S.T.

The total of 634 CHL calls produced 944 queries. Of these queries, 514 were specific to a question or step on the NCT questionnaire while the remaining 430 were considered to be of a general nature. The NCT questions that generated the largest number of queries included income (159), ethnic ancestry (30), and name of employer (25). Step 2 (household roster) generated the most queries (27) of the NCT questionnaire steps.

For the queries considered to be of a general nature, the largest number of queries concerned how the sample was selected (142), the legal requirement regarding the Statistics Act (51), requests to have the interviewer complete the questionnaire (42) and issues of confidentiality (23).

A large number of these general nature queries were denoted as "other" by CHL operators. These consisted of refusals, distribution issues (e.g. wrong address on questionnaire label), concerns about procedures and an assortment of additional issues.

## Résumé

Les opérations de l'assistance téléphonique du recensement (ATR) établie aux fins du Test du recensement national de 1993 ont été un franc succès grâce, en grande partie, à la collaboration et à l'esprit d'équipe de tous les secteurs concernés.

Les procédures de formation et le matériel utilisé se sont avérés efficaces. En outre, les outils de référence étaient bien conçus et faciles à consulter. Les téléphonistes ont pu traiter les demandes rapidement et les discussions de groupe ont été profitables.

La communication s'est maintenue tout au long de l'opération et tous les partis ont contribué au succès du projet en faisant preuve d'enthousiasme et de bonne volonté. Toutefois, le présent rapport renferme certaines recommandations susceptibles d'améliorer les opérations de l'ATR.

Au total, l'Assistance téléphonique du recensement de 1993 a reçu 634 appels pour un échantillon de 21 000 logements; cela représente en moyenne un appel pour 33 logements. Ces chiffres sont comparables à ceux du Service auxiliaire téléphonique du Test du recensement national de 1988, lequel a répondu à 1 082 appels provenant d'un échantillon de 47 000 logements, ce qui représente en moyenne, un appel pour 43 logements.

En tout, il y a eu deux jours d'affluence. Le premier s'est produit le 3 novembre, soit deux jours après la livraison des questionnaires et le deuxième le 8 novembre - journée de référence pour le test du recensement. Le vendredi et le samedi n'ont pas été des jours particulièrement occupés pour l'Assistance téléphonique du recensement. La majorité des appels ont été reçus entre 10 h et 16 h HNE et leur nombre a diminué de façon constante en soirée.

Les 634 appels de l'ATR ont donné lieu à 944 demandes de renseignements. De ce nombre, 514 se rapportaient à une question ou à une étape précise du questionnaire du TRN tandis que 430 portaient sur des questions d'ordre général. Parmi les questions du TRN qui ont suscité le plus grand nombre de demandes de renseignements, mentionnons le revenu (159), l'ascendance ethnique (30), et le nom de l'employeur (25). De toutes les étapes du questionnaire du TRN, c'est l'étape 2 (liste des membres du ménage) qui a occasionné le plus de questions (27).

Quant aux questions d'ordre général, la plupart portaient sur le mode de sélection de l'échantillon (142), les obligations légales en vertu de la Loi sur la statistique (51), les demandes de la part de personnes désirant faire remplir leur questionnaire par un intervieweur (42) et les questions touchant la confidentialité (23).



Un nombre considérable de questions d'ordre général ont été classées dans la catégorie «Autres» par les téléphonistes de l'ATR. Il s'agissait de refus, de préoccupations au sujet des procédures, d'appels portant sur des sujets divers et d'appels à propos de la livraison (p. ex., une erreur dans l'adresse figurant sur l'étiquette du questionnaire).

## Recommendations

### 1. Hours of Operation

- a) Hours of operation should always appear next to the telephone number.
- b) Investigate the possibility of operating the service on the Sunday before the test day, especially when the test day is a Monday.

### 2. Training

- a) Ensure training facilities are adequate.
- b) Begin training by having operator complete questionnaire.
- c) Review home study and discuss problematic areas only.
- d) Use mock call exercises with a prepared script.
- e) Improve instructions on refusals and on "how to convert" techniques.
- f) Mention using comment area on the questionnaire to respondents.

### 3. Telephone Diary

- a) Redesign diary format so that Action Card items appear first.
- b) List "refusal" as a reason for call category.
- c) To improve ease of use, renumber the reasons for the calls in Section B.

### 4. Reference Tools and Manuals

- a) Include a copy of the "gross income section" of the income tax report.
- b) Reference card should include telephone numbers for Statistics Canada Public Communications and Media Hotline.
- c) In the CHL operators manual, ensure all pertinent information is included under the question.
- d) In the reference manual, use a diagram to illustrate the skip patterns (i.e. the "Go To" instructions).
- e) In the reference manual, give page number where information is also shown in the Census Guide.

### 5. Communication

- a) Memoranda should be used to communicate pertinent information during CHL operations (e.g. issues, problems, concerns)
- b) Debriefing sessions were useful and should be a regular component of the CHL operations.

## **I. Introduction**

The Census Help Line (CHL) for the 1993 National Census Test (NCT) was in operation from the 1st to the 12th of November, 1993 excluding Sunday November 7th. The first day of service coincided with the first day of the drop-off of census test questionnaires.

The service was centralized in Ottawa with a toll free "1800" number to be used across the country, and was available from 9:00 to 21:00 respondent time.

In total, 21,000 questionnaires were distributed to selected dwellings across the country. These questionnaires were self-completed by respondents. Whenever a problem was encountered or a question arose, the respondent was invited to contact the CHL. The telephone number was printed on the front cover of the NCT Guide and on a strategic place of the NCT questionnaire.

## **II. Role of the Census Help Line**

The role of the CHL was threefold:

- to provide specific and general information on the questionnaire and on the census test including, for example, sample selection and confidentiality;
- to make the link between the Regional Office (RO) and the respondent in cases requiring the attention of the RO; for example, defective questionnaires and respondents requiring assistance to complete the questionnaire; and
- to gather information and comments from respondents, on the design and content of the census questionnaire.

## **III. Equipment and Facilities**

### **1. Telephones**

Four lines were put in service for the CHL. The main telephone console was a Meridian Business set from Northern Telecom. The 3 other sets were Superset 2 by Mitel. These 3 sets had a Plantronics SP05 headset hooked onto them permitting "hands-free" conversation, muting and volume adjustment. An observing unit was also installed to monitor the calls.

## 2. Service

The CHL was a toll free "1 800" number. This number was printed on the questionnaire and in the guide. The hours of operation were noted on the first page of the guide.

### RECOMMENDATION:

*The hours of operation of the CHL service should always be printed next to the phone number, especially in the questionnaire.*

Regarding the call distribution, the Bell Centrex Uniform Call Distribution (UCD) system was used. With the UCD system, an equal distribution of calls is achieved by directing the call to the agent who has been available for the longest time.

A maximum of 3 calls could be queued at a given time. In queue, the respondent heard an announcement. Three messages were recorded by the operations staff. Two of them were timed to come into action when calls were placed in queue. The third message stated the hours of service when the UCD was de-activated. The messages were bilingual. The use of a woman's and a man's voice for each language made it less monotonous. A last message was recorded stating that the CHL was no longer in operation. This message was on from Saturday morning the 13th of November at 00:00 hours until the following Monday morning.

The operators were required to activate their line when they were at their work stations, and to log-off before leaving the area. They were also reminded that a call should be answered within the first two rings.

#### Comment:

It was understood that calls would only be directed to the main console (supervisor's station) if all other active lines were busy. However, this was not the case, and when activated, the main station was treated equally with the UCD system.

## 3. Location

The training for supervisors took place in room C-2A of the Jean Talon Building. The room was adequate for the number of persons involved: 2 supervisors, the production manager and subject matter personnel.

Training for the operators took place in room A-7 on the 2nd floor of the Jean Talon Building. The number of persons varied from 11 to 13 at different times. Although the room is a good size, the working area on the central table was sometimes insufficient and cluttered up with the bulk of reference material that the trainees had to consult.

## RECOMMENDATION:

*Ensure that the training area has a table(s) large enough to make it easy for the trainees to consult their reference material.*

The CHL service was located in the CATI section of Operations and Integration Division (O&ID) on the 2nd floor of the Jean Talon Building. Another project was ongoing at the time, but no problems arose from that proximity. The debriefing sessions were held close to the CHL section. This also did not cause any difficulty.

The monitoring station was situated within the work area of the CHL service.

## **IV. Staffing, Training and Scheduling:**

### **1. Supervisory Staff**

Two bilingual supervisors were hired for the project under the supervision of the production manager of the CATI section in O&ID. Both were Statistics Canada employees. Each supervisor was in charge of a particular shift and was available as an operator when required.

A bilingual approach to the training was used and the training of the supervisors was conducted over a period of two days. It was the same training as the operators were to receive later. Reference material was very good and training was conducted in an efficient and professional manner.

### **2. Operators**

Five bilingual operators were hired to handle the calls for the CHL. This number was reduced to four, after five days of operation. Three of the operators had worked previously for Statistics Canada in O&ID.

Nine persons attended the operator training; 5 operators and 4 persons from subject matter areas who were also going to be working as operators. An observer in charge of the training activity was also present to get the pulse of the training session.

Again, a bilingual format was used and the training was conducted, mostly in French at the request of the trainees, by the two supervisors using the materials provided by subject matter personnel. It involved completion of the CHL home study program by the operators followed by a question period. With the help of the CHL training guide, the supervisors went through the different aspects of the operators' functions and procedures. This part of the training ended with "role-plays".

Mock-calls were added to the training by O&ID staff, enabling the operators to get acquainted with the work and equipment in a more relaxed setting.

### RECOMMENDATIONS :

- *Start the training by having the operator complete questionnaire.*
- *State at the beginning of the CHL Home Study whether the Home Study will be reviewed or only questions that arose will be discussed.*
- *Use mock-calls if possible with prepared script. The questions could then be discussed in a group debriefing session which is always very valuable. Role plays referring to specific questions, not just general procedures of the census, would be helpful.*
- *Mention during operator training that the comment section can be used by the respondent to provide more information or additional comments.*
- *Prepare operators more adequately for cases where the caller refuses to fill the questionnaire.*

### 3. Scheduling

There were four different shifts, spanning from 7:30 to midnight, in order to accommodate every region of Canada from 9:00 to 21:00, respondent or local time. The supervisors worked in 2 shifts: from 8:30 to 16:30 and from 16:00 to midnight. The period from 7:30 to 8:30 was supervised by the production manager. The operators worked in four shifts:

<u>HOURS</u>	<u># of operators</u>
07:30 to 15:30	1 (plus 1 subject matter operator)
10:00 to 18:00	1
13:00 to 21:00	2 (1 after November 6th)
14:00 to 24:00	1

On six of the 12 days, subject matter staff worked as operators from 9:00 to 13:00 hours. At all times, the number of operators was sufficient or more than sufficient. During the busy periods, the supervisor was required to handle some calls.

### V. Operations:

During the operation of the CHL, different tools and procedures were used. Selective forms used by operators during CHL operations are contained in Appendix A.

### 1. CHL Telephone Diary

The CHL Telephone Diary form was designed by subject matter (Appendix A). The training included how to complete this form and this diary was completed each day by each operator.

### RECOMMENDATIONS :

- *Five of the general reasons for call required an Action Card (Appendix A) to be completed by the operator. These 5 reasons should show first on the diary as a group and should be separated from the other reasons of call. This way the operator would recognize on sight, the requirement to complete an Action Card.*
- *A "refusal" category should be added as a reason for calls.*
- *The reasons of the calls in section B could be numbered on the left, making it easier to refer to.*

### 2. Incoming Calls Log

The Incoming Calls Log form was designed by operations staff to have a better picture of the calls coming in (Appendix A). The time of the call, the reason for the call with reference to the CHL Telephone Diary and a comment section with a brief description of the question(s) asked were completed for each call. A log was completed by each operator, each day.

### 3. Other Calls/Additional Information

The Other Calls/Additional Information form was designed by subject matter areas to record more information on the exact nature of incoming calls (Appendix A). It was completed, on a time-permitting basis, by the operators between calls.

### 4. Debriefing Sessions

Debriefing sessions took place daily during operation of the CHL, and were attended by two subject matter representatives, two or three available operators, the supervisor on duty and the production manager. They were scheduled alternatively at 15:00 and 17:00 to ensure that everyone was given the opportunity to participate, at least every other day. These sessions were to keep subject matter personnel up to date concerning the issues raised on the phone, and to discuss any problems or difficulties which arose and required subject matter involvement.

Comment :

Debriefing sessions are a very useful tool for all involved. This is a way of solving problems that rise during operation and of sharing information. The presence of subject matter personnel helps to clarify certain points brought up by operators.

RECOMMENDATION:

*Debriefing sessions represent a practice that should be continued.*

5. Reference Tools

The main tool was the reference manual. There was also the CHL operator's manual and a reference card. All these tools were useful and the overall design of the reference manual made it easy to use.

The reference manual followed the same pattern for the different groups of questions. Every section began with a first page containing table of contents followed by an explanation of the purpose of the group of questions. Then, on the following pages, each question of the group is presented. However, this pattern is broken in two instances: in the language questions group (Q9-Q11) and in the income question (Q46).

Memos were used on a few occasions to clarify or rectify certain points and procedures. It is a good medium of reinforcement to use for certain topics dealt with during debriefing sessions. The operators can refer to the memos when needed.

In respect to the income question, a table was provided to aid in retrieving information from the income tax statement. However, it was not clear and a copy of the first page of the 1992 income tax statement was distributed to the operators. There was also a diagram prepared to clarify the question concerning hours worked in the last week, and pointers on how to deal with potential refusals.

The reference card is very effective as a resource tool, it can be posted within easy view at the operator's work station.

RECOMMENDATIONS :

- *Make greater use of memoranda during the operation. These can be easy reference for the operators on points that either occur frequently or need more clarification.*
- *Include a copy of the "gross income section" of the income tax report, and what should be included on the census form.*
- *Make sure that all the information pertinent to a question appears under that question.*



- *The phone numbers of Statistics Canada Public Communications (French and English) and of the Media hotline should appear on the reference card.*
- *When there is a possibility of a skip in the questionnaire flow, indicate the case and the "GO TO" question number in the form of a diagram.*
- *For every question in the reference manual, indicate the page number where the information is available from the guide.*

## 5. Observing

Observing was done at different times of the day by both subject matter and operations staff. The main objective was to provide a "hands-on" opportunity to hear the comments and questions from the respondents to assess the operators' work habits and work ethics and to determine if further training and / or clarification was necessary. Monitoring sheets (Appendix A) were made available to have a uniform mode of evaluation with different criteria. A "comment" section could also be used by the observer. All observers were instructed that in no case was feedback to be given directly to the operator. That responsibility belonged to the production manager and/or supervisors.

## VI. Incoming Calls:

During the operation, 634 calls were received that resulted in 944 queries for information. Of these calls, 111 or 17.5% were in French while none were in a language other than the official languages.

Approximately 62% of the calls were received and handled before Census test day. On November 8th, 151 calls were answered representing 24% of the calls. The remaining 14% were handled during the last four days (Appendix B). Two peak days can be noted: the 3rd day of operations with 117 calls and the census test day with 151 calls.

### Comment:

The day before the Census test day was a Sunday and the CHL service was closed. It would be worth investigating if the service should be available on Sunday, particularly if that day precedes the Census test day. Added to this were the comments from respondents about the unorthodox manner of delivering these forms on a Sunday.

The bulk of the calls (86%) were received before 18:00 EST while 384 calls (61%) were received between 10:00 and 16:00.

## 1. Calls Requiring an Action Card

An action card was filled every time a matter needed to be referred to the RO. It was sent the same day by facsimile. A list of RO's, the contact name and number were provided by the subject matter areas.

The operator would note the name, address, phone number and the reason for action. Additional comments could be added. There were six reasons that would require that an Action Card be sent. Two of these never occurred: a defective questionnaire, and a hearing impaired person requiring TDD (Telecommunications Device for the Deaf).

In total, 67 action cards were sent to the ROs (Appendix C). Of these, 63% were from callers wishing to complete the questionnaire with the assistance of an interviewer.

Five cases were classified as "other". In these instances, it was felt that the RO should be warned for one reason or another before re-contacting the respondent. For example, the case of a woman who was late in completing the questionnaire and who was scared of retaliation measures and was very emotional about the situation.

The Prairies RO received 22 action cards representing 33% of all the action cards, twice as many as Québec and Ontario with 11 each.

## 2. Calls Requiring an Answer

Of the 944 total queries, 514 were specific to the questionnaire (Appendix D). The NCT questions and steps resulting in the largest number of queries included:

- 159 → Question 46 (income);
- 30 → Question 16 (ethnic ancestry);
- 27 → Step 2 (household roster); and
- 25 → Question 34 (employer name).

It is important to note that NCT question numbers 10, 11, 19, 24 and 49 did not raise any queries. Also, if time permitted between calls, the operator was asked to make specific notes regarding each call. Appendix D presents a summary of these notes.

Of the 944 total queries, 430 were of a general nature which includes those requiring action cards. The most numerous of these queries were as follows:

- 142 → sample selection and procedures;
- 123 → other or miscellaneous reasons;
- 51 → Statistics Act and legal requirements; and
- 42 → requests to complete the questionnaire by interview.

Calls which did not pertain to specific question numbers or fit neatly into the existing "reason for call" headings, were grouped together under the "other" label on the telephone diary. Over 120 such calls/requests were received and, in order to have a better idea of these calls, the operator completed, again on a time-permitting basis, an "other calls/additional information" sheet explaining the case (Appendix E).

Many of these callers mentioned that they were refusing to complete the questionnaire for various reasons. If a "refusal" category had existed on the CHL Telephone Diary form, this would have substantially reduced the number of "other" calls. A closer examination of the "other" category also indicates that some of these reasons could have been classified into existing categories (e.g. "pourquoi moi et pas mon voisin"). Perhaps given the limitations of time and the ambiguity regarding the exact concern or question at the outset of many calls, the "other" category was often used initially.

This "other" category was also comprised of a truly residual element. For example, one of the calls was made by a person who identified herself as an interviewer; she was referred to the RO. Another call was made by an RO contact. Passing himself as a respondent, he asked a few questions, then identified himself. This was considered as a nuisance call. It took time from the legitimate respondents waiting to get through and was considerably disturbing to the operator concerned.

## VII. Conclusion:

The Census Help Line for the 1993 National Census Test was a success. The operations ran smoothly and efficiently, thanks in great part to the co-operation and team effort of all areas involved. The training procedures and material were effective. In addition, the reference tools were well designed and easy to consult. The operators were able to handle situations well within a short time and the debriefing sessions proved to be valuable. Communication was ongoing during the entire operation and all parties involved were keen, helpful and contributed towards the success of the project. Nevertheless, this report outlines a number of recommendations that would contribute to an improvement of the CHL operations.



## **APPENDIX A**

### **CENSUS HELP LINE FORMS:**

- Telephone Diary
- Action Card
- Incoming Calls Log
- Other Calls/Additional Information
- Monitoring Form



Operator: Téléphoniste :	Date:
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A. Language of Caller - Langue de l'interlocuteur

(Total 1, 2 & 3)

English Anglais	1	French Français	2	Other Autre	3	(4) Total
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B. Reason for Call - Reason for Call

(Totals)

Receipt of French and English questionnaires Réception de questionnaires en français et en anglais	5
Defective questionnaire Questionnaire défectueux	6
Requires questionnaire in the other official language Demande un questionnaire dans l'autre langue officielle	7
Requires a mailback envelope Demande une enveloppe de retour par la poste	8
Lost or Damaged questionnaire Questionnaire perdu ou abîmé	9
Request to complete the questionnaire by interview Demande de remplir le questionnaire par interview	10
Local interviewer Intervieweur local	14
Methodology/Procedures Méthodes et procédures	12
Statistics Act Loi sur la statistique	13
Confidentiality Confidentialité	14
Political nature Appel à caractère politique	15
Environmental concerns Souci de l'environnement	16
Official language service complaint Plainte - langue officielle de service	17
Other Autre	18
	19

C. Questionnaire Content - Contenu du questionnaire

Question	
1	31
2	32
3	33
4	34
5	35
6	36
7	37
8	38
9	39
10	40
11	41
12	42
13	43
14	44
15	45
16	46
17	47
18	48
19	49
20	Step - Étape
21	1
22	2
23	3
24	4
25	5
26	6
27	7
28	8
29	9
30	10
	11

Canada

(20)	+	(21)	+	(22)	=	(23)
Total 5-19		Total 1-30		Total 31-11		Grand Total / Total global



1993 National Census Test

Test du recensement national du 1993

## CHL Action Card      Fiche de service de l'ATR

Operator: Téléphoniste :		Date:																					
Questionnaire ID no.: No. d'id. du questionnaire :		A/B <table border="1"><tr><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr></table>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Name: Nom :		Area Code:      Telephone Number: Ind. rég. :      Numéro de téléphone :																					
Address: Adresse :		Postal Code: Code postal :																					
Directions (if location is different from mailing address): Emplacement (si différent de l'adresse postale) :																							
Purpose: But :		Language required: Langue requise :																					
<input type="checkbox"/> Defective questionnaire Questionnaire défectueux		<input type="checkbox"/> French Français																					
<input type="checkbox"/> Requests questionnaire in the other official language Demande un questionnaire dans l'autre langue officielle		<input type="checkbox"/> English Anglais																					
<input type="checkbox"/> Mail-back envelope required Demande une enveloppe de retour par la poste																							
<input type="checkbox"/> Lost/Damaged questionnaire Questionnaire perdu/abîmé																							
<input type="checkbox"/> Wishes to complete the questionnaire by interview Demande de remplir le questionnaire dans le cadre d'une interview																							
Additional Information: Renseignements supplémentaires :																							
Date transmitted to RO: Fiche transmise au BR le :		Date communicated to interviewer: Information transmise à l'intervieweur le :																					



## C.H.L. SURVEY

**CATI UNIT**  
**LOG: Incoming calls**

[illegible]

**"OTHER" CALLS/ADDITIONAL INFORMATION**  
**"AUTRES" APPELS/RENSEIGNEMENTS SUPPLEMENTAIRES**

1. Operator/Téléphoniste \_\_\_\_\_ Date \_\_\_\_\_

2. Nature of problem/Nature du problème \_\_\_\_\_

3. Action taken/Action prise \_\_\_\_\_

4. Characteristics of caller/Caractéristiques de l'interlocuteur \_\_\_\_\_

5. Comments/Commentaires \_\_\_\_\_

# C.H.L. MONITORING FORM

Operator's phone number: \_\_\_\_\_

DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

Reason(s) for calling: \_\_\_\_\_

## Communication skills:

## Comments

A) Introduction

B) Ability to listen  
(ask questions to confirm the problem)

C) Respondant relations

D) Handling difficult situations

E) Conclusion

## Voice:

A) Volume

B) Speed

C) Articulation

## Quality of information supplied

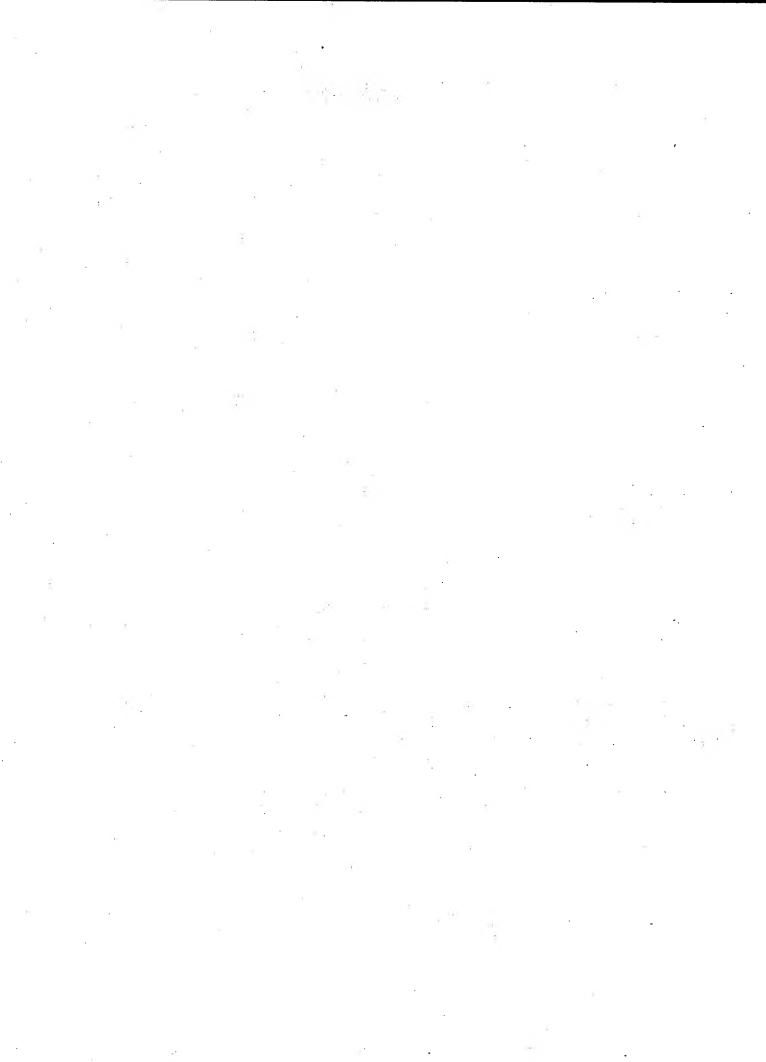
A) Was the proper information supplied ?

B) Was the information helpful  
to the respondant ?

C) Timely ?

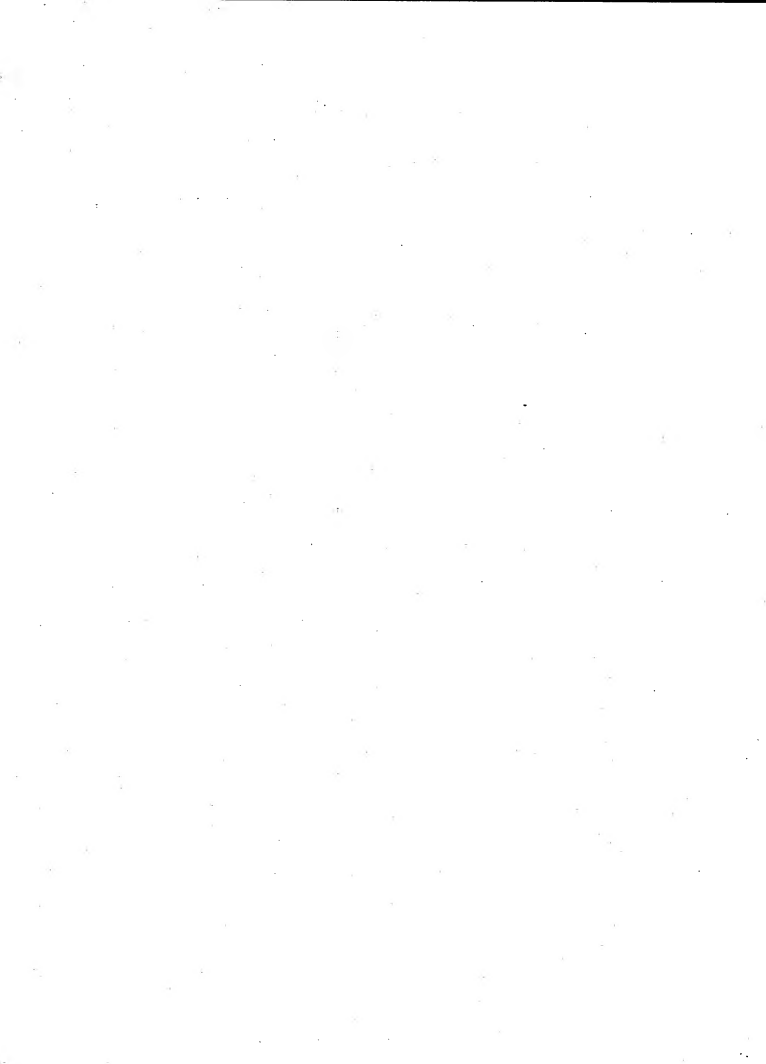
## Other:

Note taking, work habits, etc.



## **APPENDIX B**

### **NUMBER OF CALLS BY DAY AND BY TIME**



2. Dec-93

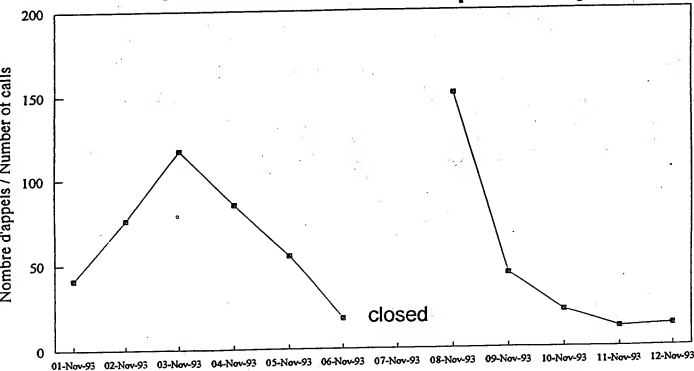
# CENSUS HELP LINE

## CATI UNIT

Number of calls per period of time / day

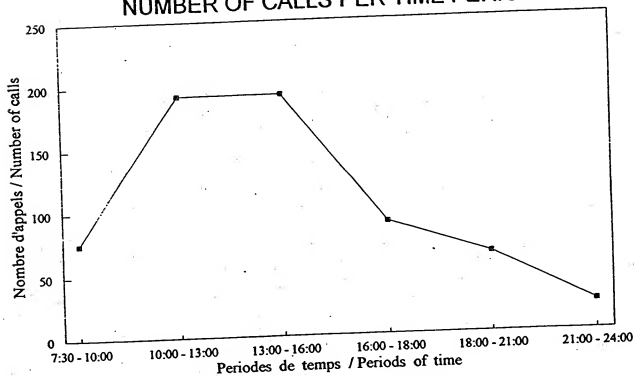
DATE	7:30 - 10:00	10:00 - 13:00	13:00 - 16:00	16:00 - 18:00	18:00 - 21:00	21:00 - 24:00	TOTAL
01-Nov-93	3	11	11	7	6	3	41
02-Nov-93	7	13	25	19	8	4	76
03-Nov-93	20	34	33	16	9	5	117
04-Nov-93	8	31	28	4	12	2	85
05-Nov-93	7	21	15	9	3	0	55
06-Nov-93	2	7	2	5	0	2	18
07-Nov-93							
08-Nov-93	18	48	47	15	17	6	151
09-Nov-93	3	13	19	6	2	1	44
10-Nov-93	3	10	3	3	3	0	22
11-Nov-93	2	2	2	4	2	0	12
12-Nov-93	2	2	7	1	1	0	13
TOTAL	75	192	192	89	63	23	634

## Number of calls per day



C.H.L. WAS CLOSED ON SUNDAY, 07 NOVEMBER 1993

# NUMBER OF CALLS PER TIME PERIOD





## **APPENDIX C**

### **ACTION CARDS BY REASON AND BY REGIONAL OFFICE**



# CENSUS HELP LINE

## C.H.L. ACTION CARD

REGION NO.	1	2	3	4	5	7	8	TOTAL
Effective questionnaire								
Request questionnaire in the other language			3			1		4
Mail back envelope required		2			2	3	1	8
Lost/Damaged questionnaire	1	3		1	1	2		8
Wishes to complete the questionnaire by interview		5	8	5	7	13	4	42
Other(s)					1	3	1	5
<b>TOTAL</b>	<b>1</b>	<b>10</b>	<b>11</b>	<b>6</b>	<b>11</b>	<b>22</b>	<b>6</b>	<b>67</b>

### REGION:

No. 1 Atlantic - St-John's, Pat Connors

2 Atlantic - Halifax, Susan Landry

3 Québec - Montreal, Nicole Gagné

4 Ontario - Toronto, Avril Cude

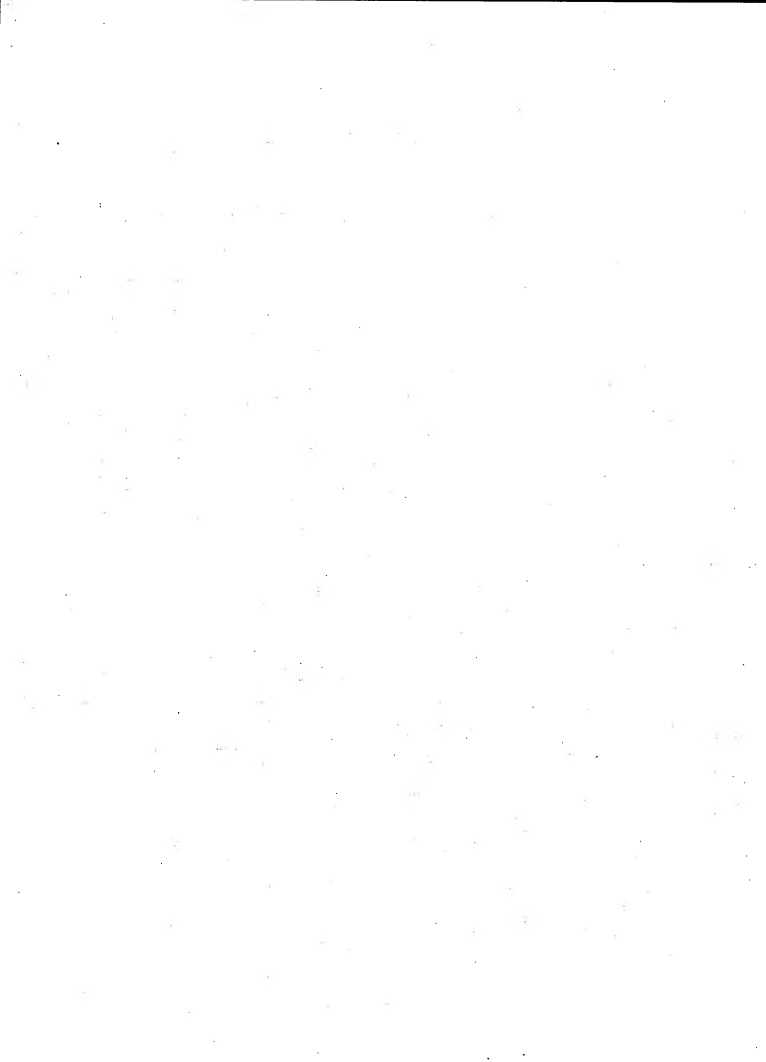
No. 5 Ontario - Sturgeon Falls, Paul Guindon

7 Prairies - Edmonton, Rhea Cormier

8 Pacific - Vancouver, Lorna Holker

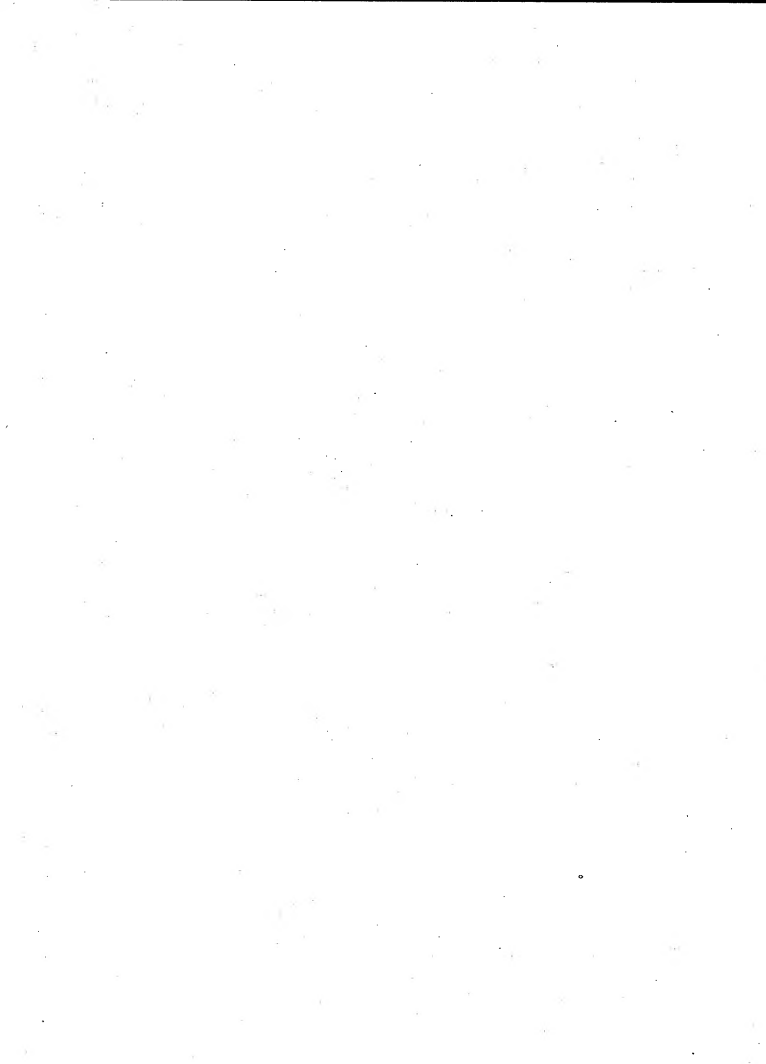
### \*\* Other(s)

- Wanted someone from the head office to call her. (2)
- Will fill the form this weekend with the help of her sister. The respondent was upset and scared because she was late.
- Received neighbor's survey and started to fill it out.
- The respondent is blind and deaf.  
Her daughter wants us to pick on someone else.



## **APPENDIX D**

### **SUMMARY OF QUERIES BY REASONS AND NOTES**



Date: Nov. 1 - Nov. 12

A. Language of Caller - *Langue de l'interlocuteur*

(Total 1, 2 & 3)

English Anglais	1 523	French Français	2 111	Other Autre	3	(4) Total 634
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**B. Reason for Call - Reason for Call**

B. Reason for Call - Reason for Call		
Receipt of French and English questionnaires <i>Réception de questionnaires en français et en anglais</i>		5 5
Defective questionnaire <i>Questionnaire défectueux</i>		6 0
Requires questionnaire in the other official language <i>Demande un questionnaire dans l'autre langue officielle</i>		7 4
Requires a mailback envelope <i>Demande une enveloppe de retour par la poste</i>		8 8
Lost or Damaged questionnaire <i>Questionnaire perdu ou abîmé</i>		9 8
Request to complete the questionnaire by interview <i>Demande de remplir le questionnaire par interview</i>		10 42
Local interviewer <i>Intervieweur local</i>		11 9
Methodology/Procedures <i>Méthodes et procédures</i>		12 142
Statistics Act <i>Loi sur la statistique</i>		13 51
Confidentiality <i>Confidentialité</i>		14 23
Political nature <i>Appel à caractère politique</i>		15 7
Environmental concerns <i>Souci de l'environnement</i>		16 0
Official language service complaint <i>Plainte - langue officielle de service</i>		17 0
Other <i>Autre</i>		18 123
		19

### C. Questionnaire Content - Contenu du questionnaire

### Question

1	8
2	15
3	1
4	1
5	1
6	2
7	9
8	7
9	4
10	
11	
12	3
13	10
14	8
15	4
16	30
17	6
18	5
19	
20	3
21	1
22	3
23	5
24	
25	4
26	11
27	1
28	14
29	8
30	2

31	3
32	4
33	17
34	25
35	15
36	18
37	10
38	8
39	5
40	4
41	3
42	4
43	5
44	4
45	2
46	159
47	8
48	5
49	

Step - Etape	
1	3
2	27
3	5
4	2
5	2
6	3
7	2
8	1
9	1
10	3
11	

# Canadă

$$\begin{array}{|c|} \hline \text{Total 5-19} \\ \hline \end{array} \begin{array}{|c|} \hline \text{Total 1-30} \\ \hline \end{array} \begin{array}{|c|} \hline \text{Total 31-11} \\ \hline \end{array} = \begin{array}{|c|} \hline \text{Grand Total / Total global} \\ \hline \end{array}$$





## Notes on Queries by Reason of Call, Step and Question Number

### Reasons

- B1:      • No note ..... (2)
- Why both questionnaires? Waste of money.
- What to do with French questionnaire? ..... (2)
- Mandatory ..... (2)
- B2:      • No note
- Envelope without glue...(his error).
- B3:      • No note ..... (4)
- B4:      • No note ..... (5)
- No envelope ..... (4)
- B5:      • No note ..... (5)
- Damaged questionnaire.
- B6:      • No note ..... (28)
- Can't read or write ..... (2)
- Old person ..... (2)
- Lady who can't see well.
- Elderly woman needs help.
- Asking for interview ..... (6)
- Cut off before we started. Called back 1 minute later.
- Does not speak English; needs translation.
- Speaks Portuguese
- B7:      • No note ..... (8)
- Needs interviewer in Cantonese.
- B8:      • No note ..... (51)
- 2 retired people; still fill out the whole thing?

- What do I do? Why 2 questionnaires? .....
- Why me? ..... (10)
- Living alone and old; do I have to fill it?
- General info. ....
- Do I have to answer? ..... (8)
- Situation: 6 months on farm/6 months in city; do we report? .....
- 1 person only. Still fill out the questionnaire? ..... (2)
- Answer all questions for Pers 1?
- How many for test?
- Didn't understand how to do it, re pages and columns.
- Landed immigrant.
- Why NOT chosen? .....
- Pencil or ink? ..... (6)
- I'm 70 years old. Must I complete the test?
- Is it too late to mail it? ..... (2)
- Is it legitimate? Why me and not the neighbours?
- Why my mother? When to fill it out?
- Just came back from vacation. Is it too late?
- Just received today. What do I do? (12 Nov.) ..... (2)
- Who is supposed to be doing this?
- How come nobody else? .....
- Mandatory? ..... (2)
- Elderly people reluctant but will do it.
- How chosen? (elderly person reluctant).
- How to do it; why only him; when to mail it.
- Why me is it mandatory ..... (2)
- Received questionnaire only yesterday; will send it later (November 10th)
- Why me? Will not fill it out.
- Why? Questionnaire very long.
- Why my aunt?
- Husband out of town, will mail when he is back.
- Apartment empty on Nov. 8.
- Live in hotel; received census.
- Why me (old, alone).
- How chosen?
- To confirm usual residence.
- Why was I selected? Why me? ..... (4)
- Why didn't anybody else get it? ..... (2)
- Answered the same thing last year? Why? ..... (2)
- Must we fill Pers 3?
- Mother died 4 months ago.
- Difficulté à remplir mais va commencer ..... (2)
- Not sure of his ancestors.

- In 1991, an interviewer repeatedly came to her mother's house to bug her.
- Gone to Florida till spring. Can I ask specific questions in comments?
- Census test had name of previous owner.
- When is the latest I can mail my questionnaire? ..... (2)
- Received the test at her cabin.
- Is it O.K. if I mail it tomorrow? ..... (3)
- Want to make sure we're using the right envelope.
- Did not receive the test.
- How long is a copy of the test stored for?
- I have a week old baby. What do I do?

B9: • No note ..... (18)

- Is it legal?
- What will happen if I don't answer.
- Obligation ..... (12)
- Frustrated with process; just finished lawsuit. (B14)
- Wrong address. (STEP 1)
- Moved, questionnaire arrived at old apartment. (B8)
- Answered the same thing last year. Why?(B8)
- Have to answer it? ..... (7)
- Is it the law? Waste of money.
- Refuse to answer (B14) ..... (2)
- Said to call Revenue Canada-confidential. (B10)
- What do I write for a baby? (STEP 2)
- Called the (613) 951-0444 to find out about the penalties and was put on hold. Does not want to pay or have someone call her back.
- I'm 70 years old, Must I complete the test?

B10: • No note ..... (17)

- StatsCan employee fearing about confidentiality.
- Frustrated with process; just finished lawsuit.(B14)
- Confidentiality. Very reluctant. .... (3)

B11: • No note ..... (3)

• Man wanted to contact his local M.P.

B12-B13: • No note ..... (2)

## Steps

STEP 1: • No note ..... (2)

- Mailing or residence address?

- STEP 2:      • No note ..... (5)
- Boarding house of 16.
  - All my kids are married and away.
  - Not sure if someone should be included.
  - Do I include my son studying in the U.S. for 4 years?
  - Include children if they don't live there?
  - Include tenants?
  - Daughter in school. Won't come back home. Has permanent residence somewhere else.
  - Child care.
  - Employee who usually lives somewhere else.
  - More than 6 persons.
  - His sister visited him in July. Wants to include her.
  - Husband separated but living together.
  - Whether or not to include daughter.
  - Canadian woman, lives both here and in the Philippines
  - No husband. What do I put for Pers 2?
  - Living alone. Is she Pers 1?
  - Am I Pers 1? I live alone ..... (2)
  - Indicate postal address or rural address? (Step 1)
  - How to fill in personal info.(B-8)
  - How to proceed.(B-8)
  - Define "who usually live here".
- STEP 3:      • No note ..... (3)
- Boy-friend.
  - Canadian woman, lives both here and in the Philippines
- STEP 4:      • No note ..... (1)
- Boy-friend.
- STEP 5:      • Boy-friend.
- Must I answer?
- STEP 6:      • No note ..... (1)
- Boy-friend.
  - Must I answer?
- STEP 7 to  
STEP 10      • No note ..... (7)

## Questions

- Q1:      • No note ..... (6)
- Person living alone.
- How to relate future adopted daughter to Pers 1
- Q2:      • No note ..... (9)
- Room mate won't be there on the 8th.
- Why Pers 1 doesn't have to state her relationship? ..... (2)
- Pers 2 is unmarried partner of Pers 1; Pers 3 is daughter of Pers 2 only.
- Meaning of relationship to Pers 1.
- Question 2 not that obvious.
- Q3 & Q4:      • No note
- Q5:      • Marital status: husband permanently in hospital.
- Q6:      • No note ..... (2)
- Q7:      • No note ..... (7)
- Long term disabilities (definition)
- Wanted to know what not applicable meant.
- Q8:      • No note ..... (4)
- Needs improvement
- Long term disabilities? Is the test compulsory?
- Is the info for sale?
- Q9:      • No note ..... (3)
- Baby's language
- Q12:      • No note ..... (3)
- Q13:      • No note ..... (7)
- Person born in U.S.-parents are Canadian.
- Twin citizenship.
- Child born in Germany to Canadian parents in forces.
- Q14:      • No note ..... (6)

- Person born in U.S.-parents are Canadian.
- If answered no, need to answer to all the questions? Re nationality

Q15: • No note ..... (2)

- Person born in U.S.-parents are Canadian.
- Landed immigrant; citizenship.

Q16: • No note ..... (11)

- Our kid's ancestors?
- Iroquois?
- Wondered if his ancestors could be English but him Canadian.
- You ask for ancestor but also mention "Canadian" as possible choice. Why?
- Too vague.
- How to define ethnic/cultural groups?
- How far back do I go?
- Feels that baby son is Canadian.
- Person born in U.S.-parents are Canadian.
- Problems with ancestry; adopted. .... (2)
- How wide open is ancestry?
- Black Indigenous Canadian; question posed a problem.
- Difficult to define.
- How many generations back? ..... (2)
- Acadian; O.K.?Ancêtres: Canadiens-français.
- How far do I go?

Q17: • No note ..... (3)

- not sure what to write down; person is not a treaty Indian.
- Include or not Micmacs.
- Husband = aboriginal; mother = white; what are kids?

Q18: • No note ..... (1)

- Use "other"
- Wanted to know why the question is asked.
- Problems with ancestry-adopted.
- Black Indigenous Canadian; question posed a problem.

Q20: • No note ..... (1)

- Not sure if a Status IndianWhat does registered mean?

- Q21: • What's considered town/city?
- Q22: • No note ..... (1)
- 2 year-old baby.
- Answer #22 for daughter under 15
- Q23: • No note ..... (2)
- Not sure if she should answer a course.
- Correspondence course.
- To check answer.
- Q25: • No note ..... (1)
- Equivalence for diploma.
- Nursing in the past? education.
- Course given by Ontario Hydro.
- Q26-43: • Thought they were confusing.
- Q26: • No note ..... (5)
- Hard to assess volunteer work.
- Is night included?
- Is it mandatory?
- Do not know number of hours.
- What's the purpose of this question?
- Have to change my answer.
- Q28-46: • None of these questions refer to me. I'm a senior.
- Q28: • No note ..... (7)
- Training paid by the government.
- Retired. Do I have to fill it out.
- Has no idea how many years she worked.
- On holiday last week. .... (2)
- Needs improvement.
- Reference week.
- Q29: • No note ..... (5)
- On holiday last week.
- Ill last week; how many hours to include.
- Disabled.

- Q30:       • No note ..... (2)
- Q31:       • No note ..... (2)
- Problem = had overlooked dark print.
- Q32:       • No note ..... (2)
- Had overlooked dark print.
- Q33:       • No note ..... (9)
- Check answer.
- Person self-employed.
- Has a job now.
- Works part-time.
- Marked the wrong answer.
- Didn't see the skip instruction.
- Confusion due au terme "travail autonome".
- not clear for fishermen.
- Q33-34:   • Didn't see note telling him to go to Q46.
- Q33-46:   • Clarification: 15 years +
- Q34-42:   • Go over questions for couple.
- Q34:       • No note ..... (14)
- Works part-time, self-employed fisherman.
- How to fill it out.
- Taking a course for which she has no salary.
- Daughter is a black-jack dealer.
- Not sure what to write.
- Clarification.
- Person self-employed.
- Is on long term disability.
- Ill. Do I fill this question?
- Farm
- Q35:       • No note ..... (9)
- Works part-time.
- self-employed fisherman.
- How to fill it out.
- Daughter is a black-jack dealer.



- Not sure what to write.
  - Farm
- Q35-38: • Farming-hard to explain.
- Q36: • No note ..... (11)
- self-employed fisherman.
  - Not sure what to write.
  - Cleaning work; how to indicate.
  - Hard to identify sector.
  - Crown corp.; what category?
  - What category?
  - Farm
- Q37: • No note ..... (9)
- What's the difference between 37/38?
- Q38: • No note ..... (6)
- Wanted to know if she had to skip 29 to 33.
  - Not clear for fishermen.
- Q39: • No note ..... (4)
- Works on contract basis.
- Q42: • No note ..... (4)
- Q43: • No note ..... (3)
- Work at home.
  - Usually or last week?
- Q44: • No note ..... (4)
- Q45: • Worked both part/full-time
- Q46: • No note ..... (55)
- Approximate amount ..... (8)
  - Exact amount? ..... (17)
  - Where old age security/Canada pension.
  - Lump sum death benefits.
  - Veteran's pension.

- Veteran's pension and provincial supplement.
- Income from the U.S. Check answer.
- Include pension? Gross amount? Difficulty finding info.
- How to fill out income.
- Info at accountant and does not wish to call long distance.
- Pensions Quebec/Federal.
- Include mother's allowance?
- husband in hospital-she has no income.
- Brother on trip; does not know his income.
- Couldn't classify provincial-federal pension. .... (2)
- Does not know son's revenue.
- What's the purpose of this question.
- Rent lower than average; is it a loss.
- Clarification (elderly person).
- Sister out of country.
- Clarification Wants to revise answers.
- Does not feel she has to answer it.
- American pension ..... (2)
- Does not like to answer this question.
- Interest earned in joint account.
- Unemployment; she will check line 119 on T1.
- Moving; call her back for this info.
- Problem to fill out.
- Lost my tax return.
- I don't have my tax info.
- Old age security.
- Disability insurance.
- I can't make the calculations.
- My mother doesn't have her tax papers.
- Where survivor's pension.
- What year? Don't remember exact amount.
- Confidential.
- Invalidity pension; where to include? ..... (3)
- Include daughter's revenue?
- How to indicate a loss.
- Refuses to answer 46.
- Include GST?
- Total revenue.
- How to answer.
- Include vacation?
- Needed help ..... (2)
- Didn't understand "total from the above".
- Where do I write UIC?
- Should I subtract the rent from my income?
- Social assistance.
- Private pension plan.

- Didn't know figures.
- Income earned outside of Canada.
- Unable to provide income now.
- Wanted to know if she could use income tax form.
- Not clear for fishermen.
- Do I have to answer.
- When to include pension refund?
- Unemployment insurance.
- Unlimited partnership, capital gains.
- Exact amounts?
- Usually gives parents address for income - problem?
- Does not have the breakdown amounts of her pension.
- Does not know figures for H.
- Pretended she is moving. Does not know figures.
- Survivors benefit (E) and pension to widow (I).
- Confusion on deduction expenses.
- Can't find income tax info.
- Did not want to fill in the financial information.
- Interest on bonds.
- Settlement from estate.
- Elderly person mixed up with types of pension.
- Section B-not clear for a business.
- Pension-only revenue-how to include

Q47:

- No note ..... (3)
- Living alone; part rent paid by me, part paid by province.
- I own the house, pay the bills.
- Electricity: included in the rent?
- Uncle who lives there and pays electricity bill only.
- I pay electricity and rent, the landlord pays taxes.

Q48:

- No note ..... (3)
- Living alone; part rent paid by me, part by province.
- Which circle? I pay the electricity and the rent.



## **APPENDIX E**

### **SUMMARY OF "OTHER" CALLS<sup>1</sup>**

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<sup>1</sup> The summary in this appendix contains 79 notes taken for "other" calls. The total number of queries in the "other" category is 123. These notes were taken using the "Other Calls/Additional Information" form (see Appendix A) on a time-permitting basis by CHL operators between calls. As such, the number of notes is less than the number of queries in the "other" category.



## Résumé des raisons d'appel "AUTRES".

### REFUS (presque catégoriques) :

Harcèlement .....	1
Harcèlement - viol de la vie privée .....	1
Invasion de la vie privée .....	1
Invasion de la vie privée - qu'arrive-t-il si non rempli? .....	1
Viol de la charte des droits-Punissable selon la loi? .....	1
Appel à contenu politique .....	1
S'objecte au processus-trop de questions .....	1
Ne veut pas le remplir .....	1
Malade .....	2
Pas le temps .....	1
Personne(s) âgée(s) .....	2
En cours .....	1
Trop compliqué .....	1
Ne se sent pas capable de le remplir .....	1
Pensait test pour déterminer les faussaires-va détruire .....	1
Fait pour les Indiens-fait sous quelle autorité? .....	1

### REFUS POSSIBLES (mais pas catégoriques) :

Pas le temps de le compléter .....	1
Questionnaire long à compléter .....	2
Difficultés à comprendre les questions (pas coopératif) .....	1
J'ai fait ma part (personne âgée et aveugle) .....	1
Personne seule n'y voyant pas d'utilité .....	1

### REFUS (OBJECTION) A UNE QUESTION EN PARTICULIER :

S'objecte à la Question 18 .....	2
Ne veut pas remplir la Question 46 .....	5

### QUESTIONNAIRES (distribution, étiquettes)

Mauvaise adresse .....	3
Adresse du voisin .....	1
Le nom apparaissant n'est pas celui de l'occupant .....	2

Questionnaire laissé à son ancien appartement qui sert de remisage .....	1
Propriétaire seul occupant à l'hôpital depuis un an .....	1
A reçu à son chalet .....	1
Numéro changé 2 fois sur le questionnaire; une farce? .....	1
Uné farce qu'on veut lui jouer? .....	1
S'assurer qu'il s'agit de Statistique Canada .....	1
Veut un questionnaire individuel .....	1
N'a pas reçu de questionnaire. ....	1

## PROCÉDURES

Retour du questionnaire à Ottawa plutôt qu'au B.R. ....	1
En voyage le 8 novembre .....	1
Ajouter adresse de retour sur enveloppe? .....	1
Puis-je aider une personne à le remplir? .....	1
Pourquoi l'intervieweur a-t-il laissé le Questionnaire le jour de l'Halloween et choisit-il les maisons? .....	1
Les données sont-elles entrées dans le système informatique et mises à la disposition du public (confidentialité) .....	1
Plainte de l'attitude d'un intervieweur .....	1
Appel d'un intervieweur .....	1

## MÉTHODOLOGIE/LOI

Comment ai-je été choisi(e)? .....	1
et analphabète .....	1
Pourquoi moi?- trop long .....	1
et pas mon voisin .....	1
Obligation? .....	2
et rempli en 91 .....	1
et qu'advient-il des statistiques .....	1
et immigrant reçu .....	1

## QUI INCLURE :

Gens à l'app. du sous-sol .....	1
Enfants en résidence à l'université .....	1
Conjoints séparés .....	1
Savoir pourquoi le questionnaire n'avait pas à être complété si elle vivait (???) .....	1
Garde d'enfants de 7 à 15:00 h .....	1
Colocataire absent le 8 novembre .....	1



### RAPPEL DE L'INTERLOCUTEUR:

Attend que quelqu'un le rappelle (suite à une fiche de service) .....	1
Pour donner une information supplémentaire .....	1
Pour s'excuser .....	1

### QUESTIONS A PROPOS DES...QUESTIONS:

Confusion avec mot "autonome" .....	1
Inclusion des intérêts du REER .....	1
Différence entre Pension de la sécurité de la vieillesse et pension du Canada .....	1
Inclusion de la TPS .....	1
Certaines questions ne s'appliquent pas au bébé .....	1
Épilepsie: incapacité <=> troubles (disability vs disorder) .....	1

### REMARQUES, SUGGESTIONS:

Contente que la prestation de décès ne soit pas incluse dans les revenus contrairement à Revenu Canada .....

Question manquante: "Cette personne est-elle psychologiquement / physiquement apte à chercher du travail?" Sans cette question, cela laisse place à trop d'interprétation.

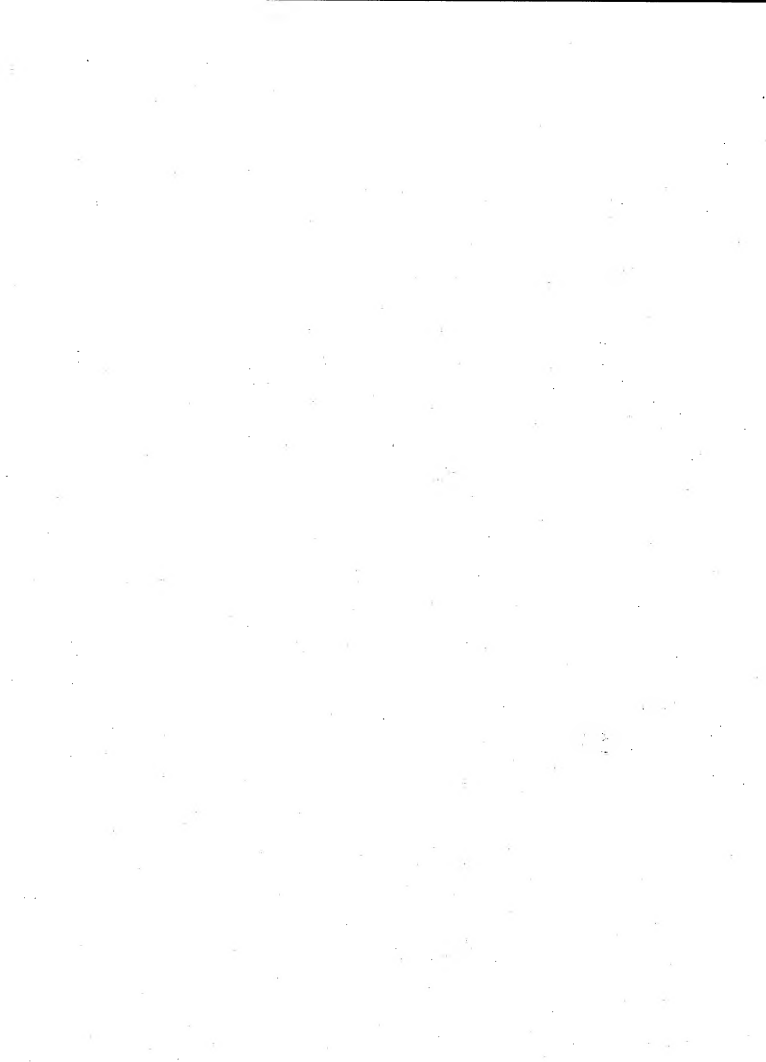
Sur l'enveloppe:

en français -> obligation -> "vous devez"  
en anglais -> -> "to be completed"



## **APPENDIX F**

### **SUBJECT MATTER DEBRIEFING REPORTS**



## PROCÈS-VERBAL DE LA RÉUNION DE COMPTE RENDU DE ATR

Date : 3 novembre 1993  
Animateur : Pamela White  
Secrétaire : Jean-Pierre Morin  
Participants : Ann Neumann, Michel Carpentier et 2 téléphonistes

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La réunion de compte rendu était la première depuis le début de l'ATR. Deux journées d'activités avaient précédées la journée de la réunion au cours desquelles 194 appels ont été reçus. Les opérateurs estimaient en avoir reçu davantage la journée de la réunion. Selon Anne Taller, le nombre d'appels reçus jusqu'à maintenant dépasse de loin ce qui était attendu.

Les membres du personnel de l'ATR présents à la réunion ont rapporté que plusieurs des appels visaient à déterminer dans un premier temps s'il était obligatoire de répondre au test et pourquoi ils avaient été choisis dans l'échantillon (plusieurs se souvenaient d'avoir participé à l'Enquête de la population active il y a deux ans). Les opérateurs ont dû également expliquer à quelques reprises les objectifs du test. Une fois les explications données, il semble que le niveau de coopération était bon dans l'ensemble.

Au niveau du contenu des appels, plusieurs se rapportaient à la confidentialité et à l'obligation de répondre. Les problèmes avec la confidentialité venaient de la contradiction apparente entre la garantie de confidentialité et le fait que les noms des membres du ménage sont requis à quelques reprises dans le questionnaire. A propos de l'obligation de répondre, un répondant a noté que les instructions sur l'enveloppe de retour sont différentes en anglais et en français. En effet, les instructions en français suggèrent l'obligation de répondre contrairement à la version anglaise où il s'agit plutôt d'une invitation. Quelques références ont également été faites aux élections récentes et à la situation politique. D'autre part, il n'y avait aucune plainte "environnementale" reliée à l'utilisation de deux questionnaires (livraisons sans contact) ou du sac de plastique contenant les questionnaires.

Au niveau du questionnaire, la question sur le revenu était de loin la plus "populaire". Les appels portaient sur l'utilisation éventuelle des données de cette question et de l'emploi du rapport d'impôt pour y répondre. Quelques appels provenaient aussi de pêcheurs des Maritimes qui demandaient comment déclarer une perte de revenu. Il y a eu d'autres appels au sujet des questions 47-48 (si on déclare tout payer en 47, alors la réponse à 48 est évidente), des questions 28 à 33 (les personnes retraitées doivent répondre à au moins 4 questions avant d'être exclues de cette section), des questions 7-8 (que faut-il répondre si on est limité par l'âge mais pas nécessairement par un problème de santé particulier?), la question 14 (un couple de Canadiens naturalisés ne comprenait pas la signification du terme "immigrant reçu" malgré la définition donnée dans le questionnaire) et la question 13 (que faire dans le cas d'une double citoyenneté?)

Par ailleurs, il est apparu que le service ATR pouvait contribuer d'une façon significative

à la conversion des refus de répondre. Il semble que les opérateurs obtenaient un certain succès à ce niveau en répondant aux plaintes de leurs interlocuteurs. On insistait alors moins sur l'obligation de répondre et davantage sur l'importance du test et de la contribution de chaque répondant. D'autre part, dans le cas de refus définitifs, il aurait pu y avoir un conflit entre leur appel et les efforts que le personnel des bureaux régionaux feront dans quelques semaines pour convertir ces refus. Toutefois, les opérateurs ont dit qu'ils terminaient leur conversation avec ces personnes en les avertissant de éventualité de ces suivis.

Dans l'ensemble, le personnel attaché au service ATR semble faire un excellent travail et l'affluence des appels permet d'espérer d'obtenir plusieurs informations intéressantes par cette voie.

## Notes from CHL Operator Debriefing Session - November 4, 1993

The November 4 CHL Operator debriefing session was moderated by P. Stevens, and the notes were taken by M. Briggs. The following are points raised at the session:

- Most calls come in the late morning or the early afternoon.
- Most calls are from Ontario, Québec, and B.C., with more of the western calls coming later in the day.
- Many of the calls that are considered to concern the Statistics Act are of the nature of respondents asking whether they must complete the questionnaire or not, and what will happen to them if they do not.
- Many of the calls that are considered to concern the Methodology of the test are of the "Why me?" variety, and sometimes involve complaints mentioning the NCT, LFS, and Census.
- Some of the Other calls were concerning how the results will be used, who the results will be sold to, and whether or not names and addresses are captured. Another caller thought that the questionnaire was too difficult for their family to fathom. This person was told that an interviewer would help them complete the questionnaire, and an action card was completed.
- One caller was confused by the term "Travail Autonome". The caller was retired and wondered whether gardening should have been included there.
- Some of the refusal calls concerned confidentiality. One caller said that he shouldn't have to complete the questionnaire because it was made for "Indians".
- Some calls were about who should be included on the questionnaire. One was about a student studying away from his parents, and another was about a questionnaire received at a duplex, half of which was vacant. Another call was from a woman who was upset because her husband said that she shouldn't be on the form, when she thought that she should be included.
- Several of the income calls were by respondents that could not figure out how to complete the question, or not find the necessary information. Some were refusals. One person did not know what kind of income a government payment to an Indian would be. The operators mentioned that a list of what types of income fit into which parts of question 46 would be helpful.
- The Reference Manual is used frequently by the operators. The operators mentioned that they often refer to Appendix A on confidentiality, and that these (pink) pages

should be posted on their walls for quicker reference.

- Ann Neumann is making a list of things that were not covered in the manual.
- The operators would have liked to have a list of points to go through for a general refusal call when the caller does not mention any specific points. They mentioned that there is a "human element" missing from the manuals.
- One caller was unsure whether or not he/she was a Status Indian.
- It was mentioned that there was a counterintuitive way of completing questions 28 and 44 for a person who was on work training for the entire reference week (already referred to R. Logan).
- One respondent comment on question 18 was that the question was "foreveryone but whites".
- The hours of operation of the CHL are not listed on the questionnaire, so many may assume that it is only open during office hours, thus reducing the number of calls at night.
- The greeting/introduction of the operators is long (bilingual) and often anglophone respondents will sit on the line after the french introduction is done, having to be prompted by the operators.



## Debriefing Report

Date: 5 November 1993  
Participants: 5 CHL Operators and 2 subject matter representatives  
Notes: Edward Shin

### General:

→ "slow day"

### Topics/Concerns:

→ one respondent received an incorrect mailback address, another found the local interviewer to be "rude" while others wanted to know why they were selected

### Question Specific:

→ several callers were concerned regarding whom to include (students away at school and tenants in the basement)

→ comments were made regarding question numbers 2, 7, 8, 16, 17, 18, 26, 27, 33, 34, 36 and, of course, 46 (what to include such as GST rebate etc...)

## CHL Operator Debriefing

November 8, 1993

Operators commented that they were receiving more calls today, probably because it was the census test day and respondents were now actually looking at the form.

The majority of calls were in the 'Other' category:

I don't want to participate

Do I have to participate

Why me

I'm too busy

How did you get my name and address

Some remembered being in the LFS and were annoyed at having to participate in another survey

A woman living on a farm didn't know whether to report her housework i.e. 'cooking' as housework or unpaid work on a farm (she was cooking for her husband).

A respondent didn't know what the difference was between questions 26 and 27; what's unpaid work, what's volunteer work; they didn't know which activities to put where.

A disabled person complained that they had indicated in questions 7 and 8 that they were severely limited and disabled, so why did they have to go through all the questions on looking for work; they felt that it implied they were lazy and found these questions offensive.

Respondents don't distinguish between the questions on Industry, Occupation and Place of Work; they feel we are asking the same questions over and over again.

There were several calls regarding the income questions:

I don't have my tax forms

I don't want to do it

It won't be accurate

The operators felt that respondents probably were not reading the questions carefully; someone called to ask what is a landed immigrant when the definition is on the questionnaire. Respondents were also not following the skip patterns ('none of these questions apply to me'). They also do not read the guide.

Many calls were from the elderly - they have great difficulty answering the questionnaire.



MEMORANDUM NOTE DE SERVICE

File reference no.  
Numéro de référence

Date: November 10, 1993  
To/A: P. Stevens, Special Surveys  
om/De: J. Gartley, LHSAD  
t/Objet: NCT Phone Operator Debriefing

Phil, I'm not sure who this was supposed to go to, so I'll send it to you and copy those listed below. Pass it on to whomever else you think needs it.

Summary of comments Nov. 10, 1993

Four operators and the manager, A. Neuman were present.

Question 16

Respondents ask "How far back do we go in determining ancestry?" Some persons phone, describe their background, and then ask the operators what boxes they should mark.

Question 18

Only a couple of objections to the question. (Racist)

Questions 37 & 38

Respondents feel the need to complete all parts of all questions. These questions are particularly difficult if one person is completing the form for others who are absent. (I suppose this would apply equally to other questions)

Question 42

Why does a person have to report for a job they held over a year ago? And how likely are they to remember where it was exactly.

Question 48

Renters wanted to know if they should be marking the box "person who does not live here" because the landlord paid the taxes and the electricity.

Question 46

Questions were asked on accrued interest on bonds (should it be included?) and where to report various pension amounts.

Step 10

Operators encouraged phone ins to complete if they had comments.

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